

# Comprehensive Plan of Library Services for the Town of South Hadley

## South Hadley Public Library Gaylord Memorial Library



Gaylord Memorial Library



South Hadley Public Library

### **Planning Committee**

Susan Obremski-Crowther, South Hadley Public Library Trustee

Christine Quigley, Gaylord Memorial Library Director

N. Janeen Resnick, Resident & former WMRLS Assistant Administrator

Joseph Rodio, South Hadley Public Library Director

Charles Viens, Gaylord Memorial Library President

### **Joint Mission Statement**

The libraries of South Hadley cooperate to create a welcoming and supportive environment in order to meet the informational, recreational, and cultural enrichment needs of our community. The libraries collaborate to promote the vital role of libraries and to strengthen and expand services to residents. In recognizing the individual strengths and services of each library, the Trustees of both the South Hadley Public Library and Gaylord Memorial Library agree that increased coordination of library services can only improve the quality of life in the Town of South Hadley.

### **History & Background**

South Hadley has a long history associated with libraries, beginning in 1802 with “Ye Social Library of So. Hadley”. In 1897 the town established a free public library with depositories located at the Center Village and South Hadley Falls. Permanent buildings were constructed in the two villages at the turn of the 20<sup>th</sup>-century.

A private library foundation, the Gaylord Memorial Library Association, was established in 1902 to receive a bequest from William H. Gaylord. A suitable location was found on town-owned land across from Mount Holyoke College. That original building still stands at “the Center Village” and operates as an independent public library with limited hours.

In 1906, Andrew Carnegie donated \$10,000 for the town to construct a public library building in “the Falls” section of town. Land was donated at a small point of land at a five-way intersection. The original building was expanded in 1974 with a single-level addition. The original expansion plan called for a two-story addition but was curtailed to meet the projected 10-year needs of the town because of financial constraints.

From 1968 to 1995, the South Hadley Public Library and Gaylord Memorial Library operated under a unified South Hadley Library System with the Gaylord functioning as an associate library. This association was dissolved when the town could no longer fully fund the staffing and maintenance of two library facilities. The Gaylord Memorial Library continues to operate through fundraising, endowment income, and a small annual stipend from the town.

The two libraries continue to cooperate with joint sponsorship of programs and open communication between the library staffs.

### **Approval of Governing Boards**

This Comprehensive Plan of Library Services for the Town of South Hadley was approved by the Trustee Boards of the South Hadley Public Library on September 7<sup>th</sup>, 2010 and the Gaylord Memorial Library on September 13<sup>th</sup>, 2010 respectively.

## **South Hadley Public Library (SHPL)**

The South Hadley Public Library is located in a single-level building in an established residential neighborhood in the area of town known as “the Falls”. The original 1906 Carnegie library building of 3300 square feet was enlarged by a 1974 addition of 5500 square feet. The library operates as a municipal department of the town, all employees are town employees, and the Library Director attends Department Head meetings with other town officials.

The SHPL is a founding member of the C/W MARS library network and has consistently been active in resource sharing, technology enhancement, and contributing staff to network committees. Membership in C/W MARS provides South Hadley residents with access to the holdings of over 150 central and western mass libraries and to over 5 million items requestable directly by users. Two Library Directors have served as Presidents of C/W MARS.

The South Hadley Public Library is a community library that focuses on contemporary topics and titles, popular authors, and current materials and formats. Public access computers, online access to databases, popular adult and youth programs, and community meeting space are provided at the library. The library's website [www.shadleylib.org](http://www.shadleylib.org) provides access to databases and materials directly to users in their homes. Given its extended hours and services, the library is heavily used for reference, interlibrary loan, and the circulation of library materials.

### **SHPL Mission Statement:**

The South Hadley Public Library is a vital community resource where residents become enriched, entertained, informed, and connected to ideas and information. A dedicated library staff provides current collections, services, and technology for patrons of all ages to discover support in developing lifelong skills for personal and professional improvement. The library is a unifying force in the community, bringing together differing ages, backgrounds, and points of view in a vibrant, comfortable and welcoming environment.

### **SHPL – Governance:**

The Board Of Trustees of the South Hadley Public Library exist by virtue of the provisions of Chapter 78, Sections 10-13 and 21 of the General Laws of Massachusetts, and exercise the powers and authority and assume the responsibilities delegated to it under the said statute. The Board of Trustees is the governing body of the Public Library and comprises nine members, each publicly elected for three year terms. The Board has legal responsibility for the custody and management of the library and its property; for the appointment of its Director; for securing adequate funding and for determining library policies. The leadership and direction provided by the Board have a major impact on the effectiveness of library services to the community. To insure this effectiveness, the Board operates from a perspective which is objective and broad. It refrains from involving itself in the internal operations of the library.

### SHPL – Finances:

Funding for basic library services comes from the Town of South Hadley via an annual budget appropriation approved by Town Meeting. The Friends of the South Hadley Public Library provide funding for public programs and events. The library received FY2010 Certification through the State Aid to Public Libraries Program and receives funding through the state Library Incentive Grant, Municipal Equalization Grant, and Non-Resident Circulation programs. State funding is used mainly for facility and equipment improvements beyond the operating budget. To maintain state certification, the SHPL (as the municipal public library) submits an annual state Financial Report that combines information from the South Hadley Public Library and Gaylord Memorial Library.

### SHPL – Strengths, Specializations, and Accomplishments:

The South Hadley Public Library is a full-service library offering a variety of materials, programs, and services for the community. The library maintains a professional staff including MLS librarians responsible for Adult and Youth Services. As a founding member of the C/W MARS library network, the SHPL participates in resource sharing among 150 other member libraries. A SHPL library card may be used at most public libraries in Western Massachusetts, and residents of those communities are similarly able to use our collection – almost one-third of our circulation is to non-residents. FY2010 circulation statistics show an 8% increase over the previous year, with 194,978 items checked out. Through C/W MARS system-wide holds, 18,829 items were borrowed from other libraries to meet local needs our collection couldn't accommodate. Inter-library loan service is a key component that state certified libraries are able to provide, and our community use of this vital service grew over 6% in FY2010.

The SHPL was among the first public libraries in C/W MARS to circulate video games for the Wii and similar consoles and continues to explore new media formats such as Playaway and MP3 audiobooks, Facebook, and the Byki online language learning program. As a popular materials library, the collection is focused on current topics and titles, popular authors, and best-selling music and movie titles.

The library is open six days per week including three evenings until 8:00 and offers wireless Internet in addition to the fourteen high-speed public access computers. In FY2010, the community used the high-speed Internet computers and Microsoft Office programs for 13,543 hours – an annual increase of 10%.

### **Gaylord Memorial Library**

Gaylord Memorial Library, located in South Hadley Center, has operated as a public library in South Hadley since 1904. Until 1968 it operated independently, when its costs became too great to be paid by the Gaylord endowment. It was run as a branch of the South Hadley Library until 1995, when the town made the decision to close the library due to financial constraints. There were many in South Hadley who wished the beautiful building to remain open as a library, and so the Gaylord Board of Trustees chose to operate independently, enabling the library to remain in operation, though with

limited hours. Thanks to continuing limited support from the town, generous donors, and many volunteers, Gaylord Library, a South Hadley treasure, remains open to the public today. The Library is a private, non-profit corporation that is open to public use without charge. Due to budgetary constraints, the Library uses a “standalone” catalog and circulation system, and is not currently a member of the C/W MARS network.

#### Gaylord Memorial Library – Mission Statement

Gaylord Memorial Library’s mission is to encourage and support the personal growth and lifelong learning of all members of the community by providing free access to the wealth of available information, materials, and resources. The Library also provides a welcoming and open environment in which to enjoy a variety of programs and services which promote literacy, education and inspiration.

#### Gaylord Memorial Library – Governance

Gaylord Memorial Library was established as a non-profit association, in connection with a bequest by William Gaylord in 1904, to provide free library services to the public. Governance is based on articles of incorporation – a set of bylaws maintained by the Board of Trustees.

#### Gaylord Memorial Library – Finances

Each year, representatives of the Gaylord Library prepare an annual budget request which is presented to the Town of South Hadley, and the Town has appropriated a sum of money to the Gaylord Memorial Library since 1997. This appropriation has recently covered an average of approximately 15% or less of the annual operating expenses of the Library. The remainder of the operating expenses comes from private fundraising and income from a modest endowment.

#### Gaylord Memorial Library – Strengths, Specializations and Accomplishments

A major strength of Gaylord Memorial Library is its dedicated and diverse volunteer corps consisting of over 70 individuals with unique backgrounds and strengths who come together out of a shared love of libraries, and a dedication to keep Gaylord Library open as a vital community resource in South Hadley. Thanks to the time and talent donated by these individuals, the Library offers a variety of programs and fundraisers which supplement the basic library services, help to raise much-needed funds, create social and professional connections for community members, and offer a Homebound Delivery service of library materials to shut-ins.

Collection strengths and specialties include a strong, heavily used Pre-school collection which supports popular weekly story-craft hours (65 day and evening programs attended by 1,481 residents in FY 2010), and a recently organized and preserved Local History collection consisting of unique materials on the History of South Hadley, Gaylord Library and the Gaylord Family, the South Hadley Families Collection which includes newspaper articles, photos and genealogy for 372 South Hadley families, the Kinney Collection consisting of photographs of South Hadley’s historic homes, manuscripts, information on local monuments, Mount Holyoke College, Mount Holyoke (mountain),

and the Sycamores (historic home). Indexes to this collection are available on the Library's website [www.gaylordlibrary.org](http://www.gaylordlibrary.org), and are used by local and distant researchers.

Recent accomplishments and new services include a local history blog called Days Gone By in South Hadley which connects residents to the Library's local history collection, free wireless connectivity, a re-designed website and Facebook presence, and expanded fundraising activities through our active Gaylord Friends group which provided ten new programs last year, each of which drew approximately 30 visitors and raised funds for the Library.

### **Cooperative Services and Activities, Current and Future**

The South Hadley Public Library and Gaylord Memorial Library share a close relationship in providing library services to the Town of South Hadley. For many years the SHPL was the delivery point for Gaylord's inter-library loan materials and has since worked with C/W MARS to correct issues that were resulting in delivery problems. The South Hadley Public Library is also responsible for compiling the combined Financial Form required for certification in the State Aid to Public Libraries Program.

For almost a decade, the two libraries have partnered with other organizations to present "South Hadley Reads", a community-wide reading program. One title is selected by a joint committee and then coordinated programs are planned at both library sites and other community venues.

The two libraries collaborate on promoting the statewide Summer Reading Program to local children and teens. The Youth Services Librarians at each library coordinate a letter to parents and educators that explains the annual theme and how children can participate.

Each year, the South Hadley Public Library and Gaylord Memorial Library solicit bids on their combined periodical subscriptions lists to achieve more competitive pricing.

Moving forward, the two libraries will develop a more formal working relationship to coordinate services to area residents. Representatives from both libraries, and members of the community, have contributed to this plan and will continue to meet to develop improved communication and cooperation.

The long history of library service in South Hadley sets the stage for dramatic and exciting possibilities for combined library programming in town. The interests of all the libraries in South Hadley are well served by offering cooperative activities to the community both to improve depth of service and to increase awareness of the wide range of programs and support the libraries can offer to their shared clientele.

The closest and longest cooperation is between the South Hadley Public Library and the Gaylord Memorial Library. Increasing cooperation with the Mount Holyoke College

Libraries and local school libraries provides a mechanism to expand service partnerships in other areas.

Economic imperatives drive many efforts at cooperation. When conditions improve, organizations tend, through the demands for time and staff, to go their own way. It is the intent of this comprehensive plan to retain our partnerships and serve our shared clientele together.

## **Goals, Objectives, Actions**

### **GOAL 1:**

The community will gain a strengthened perspective of the value of South Hadley's libraries.

#### **Objective A:**

The multiple libraries in South Hadley (South Hadley Public Library, Gaylord Memorial Library, Mount Holyoke College, South Hadley High School, and the Pioneer Valley Performing Arts Charter Public School Ladenheim Library) will improve awareness of services through improved communication.

**FY12 Action:** Each library will work to provide website links from each library's website to the others.

**FY12 Action:** An introductory meeting of librarians from each library will be held to plan cooperative marketing of services and other potential areas of cooperation.

#### **Objective B:**

The South Hadley Public Library and Gaylord Memorial Library will offer coordinated programming and events to the community.

**FY12 Action:** The two libraries will offer a community-wide reading program focusing on a single title with coordinated programs at various town sites.

**FY12 Action:** The two libraries will cooperate in promoting the Summer Reading Program; library staff will be encouraged to cross-program and include visits to one another's libraries as part of the programming efforts.

### **GOAL 2:**

Residents will enjoy improved public access to library materials and services.

#### **Objective A:**

The South Hadley Public Library and Gaylord Memorial Library will explore ways to improve resource sharing via a common library network.

**FY12 Action:** Both libraries will work with C/W MARS and the MBLC to find options for the Gaylord Library to become a member of a resource sharing network.

Objective B:

The libraries will improve public access to their Local History collections.

FY12 Action: The libraries will work with the C/W MARS Digital Treasures project to digitize historic images from the Gaylord Library collection.

FY12 Action: The libraries will explore merging their finding aids to create a comprehensive index of both libraries' collection.

Objective C:

The South Hadley Public Library will plan for construction of a new library facility.

FY12 Action: The South Hadley Public Library will develop plans and explore funding options for a new library facility through a Public Library Construction Grant award from the MBLC and other funding options.

Objective D:

The Gaylord Memorial Library will explore options for making their building handicap accessible.

FY12 Action: Quotes will be obtained for an elevator and/or ramp access to the library.

Goal 3:

Improved communication between the South Hadley Public Library and Gaylord Memorial Library will result in better coordination of programs and services.

Objective A:

The libraries will partner in staff development.

FY12 Action: Key staff at each library will attend an orientation to the other library including an onsite tour of services and materials.

Objective B:

The Trustee Boards of each library will gain a better understanding of each other and the issues facing their libraries.

FY12 Action: An annual combined meeting of the two library boards will include introductions and orientations to the resources to support the combined activities of the libraries.

Objective C:

The Friends of the Library for each library will explore shared programs and development opportunities.

FY12 Action: A joint meeting of the Friends' Executive Boards will take place to explore common ideas and concerns.